



## Nick Chavez

Senior Vice President, Sales and Marketing  
Nintendo of America Inc.  
Redwood City, California

Nick Chavez leads the Sales and Marketing division for Nintendo of America, with responsibility for managing physical and digital sales growth as well as all aspects of marketing, advertising, and events. He joined Nintendo in 2010 during the Wii and Nintendo DS generation of systems, overseeing marketing for software titles like *Super Mario Galaxy 2* and *Donkey Kong Country Returns*. Later, Nick led marketing for the launches of Nintendo 3DS and Nintendo Switch, helping to drive hardware sales and game releases, including *The Legend of Zelda: Breath of the Wild*, *Super Mario Odyssey*, and *Super Smash Bros. Ultimate*. He was promoted to Senior Vice President, Sales and Marketing, in April 2019.

Prior to joining Nintendo, Nick spent over nine years at Yahoo! Inc., holding a variety of marketing leadership roles including Vice President of Brand Marketing. Early in his career, he worked in the advertising industry for the Leo Burnett Company in Chicago, Illinois.

A graduate of Harvard University, Nick holds a Bachelor's degree in Government. He is an avid RPG and Sports gamer, favoring titles from franchises like *The Legend of Zelda*, *Xenoblade Chronicles*, *Dragon Quest* and *FIFA*.